LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 987 (WINNING)—Req. No. 58840—Page—4 colors—National Magazines, 1978 (B)
Printed in U.S.A.

Merit Taste Winning High Tar Holdouts.

'Enriched Flavor' cigarette reversing prejudice against low tar smoking.

Good taste meant smoking higher tar cigarettes. That's what the skeptics of low tar cigarettes thought.

Thought. But proved wrong by MERIT, the low tar cigarette with 'Enriched Flavor' tobacco. Tobacco that delivers extra flavor. Extraordinary flavor.

MERIT, and MERIT alone, is packed with 'Enriched Flavor' tobacco.

In extensive testing against a number of higher tar brands, smokers, overall, reported they liked the taste of both MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

© Philip Morris Inc. 1978

That's why 75% of all MERIT smokers today have come directly from higher tar brands.

"MERIT absolutely delivers more taste with extraordinarily rich flavor."
—Mr. Kris Eugene Holt
Carbondale, Illinois

This kind of smoker response is typical of how smokers react to the taste of MERIT.

"I love their taste—better than the much higher tar cigarettes I used to smoke!"
—Ms. Nancy K. Harrison
Cambridge, Massachusetts

"At last a low tar cigarette that really tastes good!"
—Mr. John Saunders
Minneapolis, Minnesota

Only one cigarette has 'Enriched Flavor' tobacco.
And you can taste it.

MERIT
Kings & 100's

Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Aug '77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/snlp0003